

## INTERIOR DESIGNERS



**Andrea Zemel**  
Principal

12 East 20th Street, 3rd Floor  
New York, New York  
212.935.4382  
[info@iliadny.com](mailto:info@iliadny.com)  
[iliad.nyc](http://iliad.nyc)

## ILIAD DESIGN

When a project requires a uniquely modern, high-end and period-inspired look, distinguished clients flock to ILIAD, the meticulously fashioned, bespoke design studio in the heart of Manhattan's Flatiron design district. Principal Andrea Zemel describes ILIAD's ascension to industry leader and prestigious design resource: "We started out as uptown purveyors of Austro-Hungarian Biedermeier, Art Deco and Art Moderne furniture. With our atelier in Prague, Czech Republic, we distinguished ourselves early on by setting the 'aesthetic bar' for restorative craft in our showroom presentation. From then on it was *vive le difference*—our look became known industry wide as ILIAD's signature style." With her team of seasoned artists and craftsman (Zemel holds a Master of Fine Arts degree from University of Pennsylvania), the evolution from retail showroom to boutique design studio continued on to become a comprehensive interior design firm, incorporating all aspects of construction management. The artisanal ethos upon which ILIAD was founded continues in its approach to design, and for Zemel, who envisions the brand's defining edge as "where classicism meets modernism," the well-designed home is a well-curated venue. "We like to think of ourselves as carrying the torch of 'literati-chic'—we are mindful of the role that history plays in art, and look to invigorate the idioms of contemporary design to inspire a new sensibility. As an artist, there comes an intuitive understanding that creating interior space is a lot like the unfolding of a narrative. Working closely with the client, we find the tale that wants to be told, and endeavor to bring a sense of adventure to the process."



01



02

## Ask the Expert

### What would be your dream creative project?

As a part-time resident of a rural self-sufficient community with an appreciation for sustainable permaculture, I would love to create an interior urban space replete with a functional rooftop organic garden or arboretum.

### How do you define luxury?

Luxury is like the truth—completely relative. One can only attempt to flesh out its spirit.

### How would you describe your clientele?

They are accomplished professionals with a cosmopolitan lifestyle and sensibility. They are often looking to reflect the sense of a bigger picture in life, and they expect a level of personal intimacy to be projected through the home.



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*“We have a commitment to excellence, impeccable service and transparency. We are fiduciaries to the client after all.”*

**01.** An intimate Central Park West study features a cinnamon silk wall treatment. **02.** This vignette includes a Viennese Biedermeier sofa by Josef Danhauser and seascape by Karen Gunderson. **03.** A dramatic bespoke dining suite with French Modernist lines complements a client's art collection in this upper west side apartment designed by ILIAD. **04.** Petite classic New York kitchen with cut glass backsplash and peninsula sitting area opens into the main gallery of an apartment. Custom millwork by Frank DeBono Construction.



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